



# STORYTELLING FOR LEADERS

Course Code: 821782

Storytelling for leaders explores the power of stories to engage, inspire, influence, and drive action in the workplace.

Stories have the power to transfix, transport, and transform audiences, influence minds, win hearts, and ignite social movements. For today's business leaders and managers, storytelling is becoming an increasingly valuable communication, engagement, and innovation tool in the workplace.

This leadership storytelling course will teach individuals approaches and tools to effectively capture, write, and tell compelling stories. Learn how to use storytelling in the workplace to share personal values, connect with teams, communicate company vision, influence business decisions, and energize collective goals. Spark genuine connection with your audience and build a more authentic leadership brand by sharing well-chosen personal stories in everyday conversations.

Business advantage of storytelling:

- Helps employees relate to and understand larger concepts.
- Preserves and passes down company history, corporate values, and culture.
- Visualizes long-term vision and brings workplace goals to life.
- Defines clear value-proposition for clients, partners, and stakeholders.
- Teaches customer service best practices.
- Builds emotional connection to clients' hidden needs.
- Creates shared meaning and accountability among virtual teams.
- Strengthens relationships, secures partnerships, and galvanizes collective action.

## What You'll Learn

- The power and universal appeal of stories.
- Understand the potential of storytelling as a leadership communication and engagement tool.
- The different kinds of stories, story formats, and practical structures to use for writing stories.
- An easy-to-grasp framework that saves time when crafting stories.
- Get downloadable tool to capture stories from everyday personal experiences.
- Build credibility and brand as an authentic leader by selectively sharing personal stories, values, and vision.

## Who Needs to Attend

- Senior executives, presidents, vice presidents
- Directors, managers, supervisors, team leads and high potential leaders
- Technical leaders, entrepreneurs, business owners, operations leaders
- Marketing, sales, customer service, and communications professionals
- Organizational development experts, change leaders, and human resource professionals
- Diversity, equity, inclusion, and employee engagement advocates
- Individuals, writers, bloggers, content curators



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